

Message for Schneidman, Eileen

From: Schneidman, Eileen
Date: Wed, Mar 22, 1995 1:23 PM
Subject: RE: Telemarketing?
To: Rebecca CHAMIAN

Rebecca,

Something still might happen. Here's where we are:

- 1) We learned today that the KAT only, non-MCS universe remains at 2.2 million people. Given that most of us feel that this defies logic...
- 2) Today I'm hosting a meeting between Database, Fulfillment, IS and Brand to determine how stringent our matching and deduping criteria is. We suspect that although Rebecca Chamian responded to MCS and has been taken out of our calling universe, a R. Chamian at another address may still exist.
- 3) From there, we'll probably call another test group AFTER we've applied more stringent matching/deduping criteria. If our numbers drop significantly (those participating in MCS, those who intend on ordering Gear), we will move forward with the Direct development.

I know we've totally blown the Direct schedule. I know you'll agree, though, no need spending unnecessary time and money developing pieces we may not need.

I'll keep you posted. Eileen

From: Rebecca CHAMIAN on Tue, Mar 21, 1995 10:12 PM
Subject: Telemarketing?
To: Eileen SCHNEIDMAN
Cc: Lori ZREYAN; John WOLF; Elliott OWENS

Eileen:

Any word on the telemarketing tests yet? Let me know if we will be proceeding with this project or cancelling completely. Thanks.

-rebecca

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